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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Original) An applicator head for a device for applying individual flat material elements, in particular labels, to objects, wherein the applicator head (10) can be communicated with a suction air source and has an applicator surface (44b; 44b') at which there is provided at least one suction intake opening (44d, 44f; 44d') which can be communicated with the suction air source,

characterised in that the applicator surface (44b; 44b') has at least two material weak locations (44d; 44d') which can be selectively perforated to form the at least one suction intake opening (44d, 44f; 44d').

2. (Original) An applicator head for an applicator device as set forth in claim 1 characterised in that the applicator surface (44b; 44b') has a plurality of material weak locations (44d; 44d') which are preferably regularly arranged on the applicator surface (44b; 44b').

3. (Original) An applicator head for an applicator device as set forth in claim 2 characterised in that the material weak locations (44d; 44d') are distributed over the entire applicator

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surface (44b; 44b'), preferably in raster grid configuration in columns and rows.

4. (Original) An applicator head for an applicator device as set forth in one of claims 1 through 3 characterised in that the applicator surface (44b; 44b') is provided at its outside with grooves (44c) preferably extending in mutually parallel relationship at an equidistant spacing.

5. (Currently Amended) An applicator head for an applicator device as set forth in claim 3 ~~and claim 4~~ characterised in that the grooves (44c) are provided between two columns of material weak locations (44d, 44d').

6. (Currently Amended) An applicator head for an applicator device as set forth in ~~one of claims 1 through 5~~ claim 1 characterised in that the applicator surface (44b; 44b') is provided on an applicator pad (40) which is replaceably connected to the applicator head (10).

7. (Original) An applicator head for an applicator device as set forth in claim 6 wherein the applicator head (10) is reversibly displaceable in a straight line from a starting position into an applicator position, characterised in that there is provided a pad receiving means (24d) into which the applicator pad (40) can be reversibly inserted in transverse relationship with the direction of displacement of the applicator head (10).

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8. (Original) An applicator head for an applicator device as set forth in claim 7 characterised in that the pad receiving means is formed by two C-shaped guide rails (24d) which extend in parallel relationship and into which the applicator pad (40) can be reversibly inserted.

9. (Original) An applicator head for an applicator device as set forth in claim 7 or claim 8 characterised in that the end position upon inserting the applicator pad (40) into the pad receiving means (24d) is defined by an abutment (24ab, 42a).

10. (Currently Amended) An applicator head for an applicator device as set forth in ~~one of claims 6 through 9~~ claim 6 characterised in that the applicator pad (40) is releasably lockable to the applicator head (10) by means of a locking device.

11. (Original) An applicator head for an applicator device as set forth in claim 10 characterised in that the locking device is formed by a spring-loaded ball which is provided on the applicator head (10) or the applicator pad (40) and which is capable of reversibly engaging into a recess on the applicator pad (40) or the applicator head (10).

12. (Currently Amended) An applicator head for an applicator device as set forth in claim 10 ~~and~~ or claim 11 characterised in that the abutment is formed by the locking device.

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13. (Currently Amended) An applicator head for an applicator device as set forth in ~~one of claims 1 through 12~~ claim 1 characterised in that the applicator pad (40) is formed from a carrier plate (42) and an applicator plate (44; 44') including the applicator surface (44b; 44b'), which plates preferably form at least one hollow space (46) between them.

14. (Original) An applicator head for an applicator device as set forth in claim 13 characterised in that the applicator plate (44; 44') and the carrier plate (42) are non-releasably connected together, preferably glued together.

15. (Original) An applicator head as set forth in claim 13 or claim 14 characterised in that at each material weak location (44d; 44d') at the applicator surface (44b; 44b') at the other surface (44e) which extends in parallel relationship with the applicator surface (44b; 44b') there are provided corresponding material weak locations (44f) which are aligned with the material weak locations (44d; 44d') at the applicator surface (44e) and which are preferably separated from each other by a thin material skin portion (44g; 44g').

16. (Currently Amended) An applicator head for an applicator device as set forth in ~~one of claims 13 through 15~~ claim 13 characterised in that the applicator plate (44') is of a thickness which allows a removal of material for forming a defined applicator surface (44b') which is adapted to a given flat material element.

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17. (Currently Amended) An applicator head for an applicator device as set forth in ~~one of claims 13 through 16~~ claim 13 characterised in that the carrier plate (42) is provided with a coupling for releasable communication with the suction air source.

18. (Currently Amended) An applicator head for an applicator device as set forth in ~~one of claims 13 through 27~~ claim 13 characterised in that the applicator plate (44; 44') is produced from a deformable material, preferably plastic material.